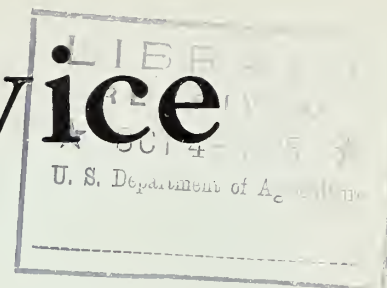


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# Extension Service Review



VOL. 6, NO. 9

SEPTEMBER 1935



ISSUED MONTHLY BY THE EXTENSION SERVICE  
UNITED STATES DEPARTMENT OF AGRICULTURE  
WASHINGTON, D. C.





## In This Issue

NEWS FROM the farm and home has been found effective by Maine county agents in stimulating interest and in conveying agricultural and home economics information to rural readers. The story, "*From Farm to Reader*", tells how agents and editors cooperate to give the paper a newsy feature each week and to bolster the extension program. Getting the news takes time, thought, and energy but according to the editors and agents the results are worth the effort.

GOVERNOR W. I. MYERS, Farm Credit Administration, in this issue describes the new farm credit act of 1935. This act is designed to give deserving tenants and young farmers a chance to become owners. The loan plus old debts to be paid off must not exceed 75 percent of the appraised normal value of the farm. Interest rates of 4 percent and no renewals are other features of the credit program.

OUT IN Webster County, Nebr., farmers have been experimenting with the topography of their land for 5 years. The experimental stage is now past and they have found that terracing and contour farming coupled with good cropping practices keep the topsoil and fertility at home where it will do the owner some good. "*On the Level with Rough Land*" tells how the soil project was put across and the results obtained.

MISCELLANEOUS ITEMS in this issue that are worth reading include the following: "*Adventure with Records*", a story of how club members in a Missouri county are finding pleasure and profit in keeping farm records; "*More Power to the Farmer*", a story with pictures of North Carolina home-made waterpower electric-generating outfits; "*Service to Community*", the work of South Dakota home-economics extension clubs; and the editorial on the inside back cover, "*Pegging a Principle*", by Chester C. Davis, administrator of the Agricultural Adjustment Administration.

## Contents

	Page
From Farm to Reader - - -	113
Be a Farmer-Owner - - -	114
<i>W. I. Myers</i>	
On the Level With Rough Land -	115
Power for Rural Areas - - -	116
Clerks Gear Offices to New Speed - - - - -	118
Growing 4-H Clubs - - -	119
Meets Ravenous, Leaping Emergency - - - - -	121
Adventure with Records - - -	123
4-H Planning Days Successful -	127

LOWER COST electricity and electric power for more farms is the goal of the program of the Rural Electrification Administration. Morris L. Cooke, administrator, describes for readers of the REVIEW the objectives of the electrification project and some of the facts farmers should consider.

ON THE special extension agents' page, "*My Point of View*", are found five miscellaneous items from Maine, Maryland, Texas, Colorado, and Oregon.



## On The Calendar

National Recreation Congress, Chicago, Ill., September 30-October 4.

Pacific International Livestock Exposition, Portland, Oreg., October 5-12.

National Dairy Exposition, St. Louis, Mo., October 12-19.

American Royal Livestock and Horse Show, Kansas City, Mo., October 19-26.

American Dietetics Association, Cleveland, Ohio, October 28-November 1.

Agricultural Outlook Conference, Washington, D. C., October 28-November 2.

Association of Land-Grant Colleges and Universities, Washington, D. C., November 18-20.

Sixty-ninth Annual Convention of National Grange, Sacramento, Calif., November 13-21.

National 4-H Club Congress, Chicago, Ill., November 29-December 7.

International Livestock Exposition, Chicago, Ill., November 30-December 7.

American Livestock Association, Phoenix, Ariz., January 7-10, 1936.

KANSAS seems to have its troubles, but it knows how to meet them. Drought, chinch bugs, and what have you? Then it was jack rabbits—eating up much needed livestock feed. If you don't think the jack rabbits were thick and if you don't think a well-organized campaign brought results in ridding the State of these pests, see the story, "*Kansas Meets Ravenous, Leaping Emergency*."

CLERKS and stenographers in county extension offices have been under heavy pressure in the last 3 years. Emergency programs coupled with regular activities have increased their duties along with the agent's. But they have responded to the challenge throughout the country. For good examples see the stories, "*Clerks Gear Offices to New Speed*" and "*For the Office Secretary*."

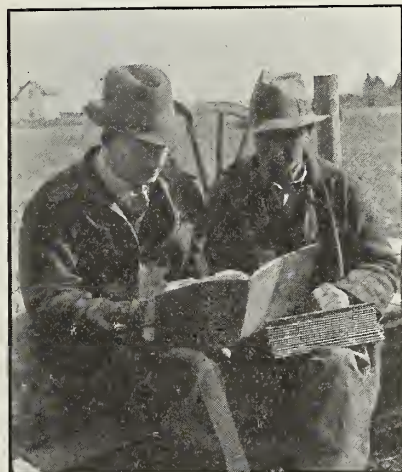
THE EXTENSION SERVICE REVIEW is issued monthly by the EXTENSION SERVICE of the United States Department of Agriculture, Washington, D. C. The matter contained in the REVIEW is published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW seeks to supply to workers and cooperators of the Department of Agriculture engaged in extension activities, information of especial help to them in the performance of their duties, and is issued to them free by law. Others may obtain copies of the REVIEW from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, Director

C. B. SMITH, Assistant Director

L. A. SCHLUP, Acting Editor

# Maine Agents and Editors Cooperate on Columns of Short Local Stories



County Agent Verne C. Beverly gets his story.

## From Farm to Reader

portion of a double column to the extension agents each week.

"The home demonstration agent, the assistant county agent, and I were ready for the first week's column, but the next month the column was a constant dread. But by carrying a field book and jotting down notes as we traversed the county, we found the column no problem and a convenient medium for seasonal and timely topics.

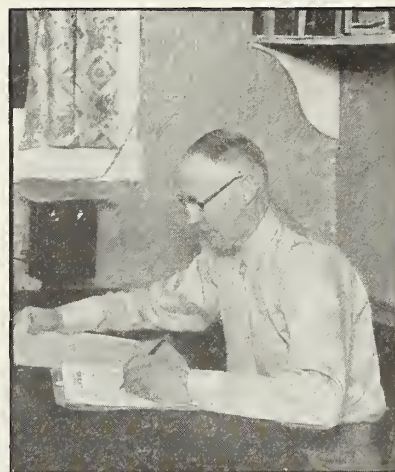
"A sketch of a barn and a house with a caption, 'With Extension Agents and the Aroostook County Farm Bureau', soon came into being as a heading to give greater emphasis to the column. Short items of 3 to 5 lines are the general rule, asterisks between the items serving to separate and make them more readable.

"At a meeting recently in New Sweden I asked for a vote on how many read the column. Fifteen of the nineteen men raised their hands. At another meeting 9

---

*News stories in local papers are one of the most economical and effective media of conveying information to the public. In no other way can such a large number of people be reached for the same amount of effort. More effective use can be made of this teaching method—a method which not only teaches but attracts additional cooperators to county extension work. Agents in many counties use news writing effectively as a regular and important part of their extension program. The accompanying "symposium" from Maine tells how certain agents, with the help of Glenn Rule, extension editor, and the cooperation of the local editors, are producing popular and educational columns of farm news.*

---



Roland T. Patten, editor of Presque Isle Star Herald, can use it.

"SO, Mr. BEVERLY, please keep on sending me these items. We regard them as one of the most valuable parts of our papers." Thus C. C. Harvey, editor-owner of the Fort Fairfield Review, Fort Fairfield, Maine, expressed himself about news items supplied regularly by the extension service and the Aroostook Farm Bureau.

This story will reveal how Maine county extension agents use a department or column plan in reporting activities and results in their local newspapers. In order, we shall hear from a county agent, a home demonstration agent, and a club agent. Interspersed among comments from the agents we shall hear remarks by editors of some of the papers using the news.

Verne C. Beverly, Aroostook County agent, has the floor:

"The problem of bringing newsy stories to Aroostook farmers and homemakers has faced us for several years. We supplied timely and informative items to the four weekly papers in the county, but no organized effort was made to furnish them regularly. Each weekly has a circulation of from 1,600 to 2,200 copies, and each serves the nearby surrounding territory. Thus about 8,000 families are reached weekly. A medium was on hand but—how to use it effectively?

"A suggestion by the extension editor, Glenn K. Rule, appealed to the Aroostook extension agents as worthy of consideration, and visits to the four editors resulted in each agreeing to turn over a

of the 10 present said it was the first thing they read when their paper arrived.

"Bernard Esters, editor of the Houlton Pioneer-Times, said in a recent letter, 'I have found, on repeated investigations, that the column is read thoroughly by those readers for whom it might be expected to have an interest. I feel that you are doing farm readers a great service—one that cannot but be helpful. We, as well as hundreds of our readers, would certainly feel a distinct loss if the column were ever discontinued.'

### Editors Have Their Say

"The editor of the Presque Isle Star Herald, R. T. Patten, voiced a similar opinion. Another of the editors, C. C. Harvey of the Fort Fairfield Review, summed up some of the reasons why he feels the news notes are read:

"They deal with matters of strict and practical interest to the farmer. They are expressed in plain, simple language that practically everybody can understand and appreciate. The author of these items has apparently studied condensation of thought, so that a man will not purposely avoid the column because it is long and tedious and takes too long to read.

"So, Mr. Beverly, please keep on sending me these items. We regard them as one of the most valuable parts of our paper.'

"The agents write the material regularly on Saturday and have it in the

(Continued on page 120)



# Be a Farmer-Owner

## New Law Gives This Opportunity to Tenants and Young Farmers

W. I. MYERS

Governor, Farm Credit Administration

**T**HE RECENTLY approved Farm Credit Act of 1935 holds out a new opportunity to young farmers and tenants and other prospective farm purchasers to acquire farms of their own.

The new act permits the land bank commissioner to lend up to 75 percent of the appraised normal value of the property for the purpose of buying farms. The maximum loan to one individual farmer is \$7,500. Farm purchase loans on these liberal terms are now being made; and it is anticipated that thousands of farmers who previously were unable to buy farms will become farm owners during coming months.

The commissioner's loans were first authorized more than 2 years ago as an important part of the program to stop farm foreclosures and refinance farm debts on better terms. Commissioner's loans were made primarily to the more heavily indebted farmers. Altogether, these loans have been used to refinance debts of more than 400,000 farm owners, many of whom would otherwise have lost their farms.

### *Lend up to 75 Percent of Value*

Commissioner's loans to purchase farms will be made on the same favorable terms as those to refinance farm debts. The interest rate will also be the same—5 percent a year. Where a farm-purchase loan is made in the maximum amount, that is, 75 percent of the appraised normal value, this amount must pay off all other debts against the property. If an applicant undertakes to buy an indebted farm and take over the indebtedness of it, the commissioner's loan, plus the old debt, must not exceed 75 percent of the appraised normal value of the farm.

As land bank commissioner loans are made on either first- or second-mortgage security, undoubtedly many of the new farm purchases will be made by obtaining a first-mortgage Federal land bank loan, supplemented by a second-mortgage commissioner's loan. A large percentage of the refinancing loans were made in this way. The land bank is permitted to lend up to one-half of the appraised value of the farm land plus one-fifth of

the improvements; and the commissioner may then lend an additional amount, the total of both loans not exceeding 75 percent of the appraised value.

As Federal land bank loans are made through cooperative national farm loan associations, the farm purchaser obtaining both a land bank and a commissioner's loan will have the privilege of membership in the local association on the same footing with other farm owners in the neighborhood who have land bank loans. He will also benefit by the low land bank interest rate on the largest part of his indebtedness.

### *Interest Rate Only 4 Percent*

A feature which makes these farm-purchase loans especially attractive at this time is the fact that land bank loans through national farm loan associations may now be obtained at the all-time low rate of 4 percent a year. This low rate applies for the entire duration of the loan. To obtain both a land bank and a commissioner's loan to finance the purchase of a farm, or for other purposes, only one application is required; and the fee of \$11 covers application for both loans if the amount applied for does not exceed \$5,000.

Farmers or tenant farmers who apply for farm-purchase loans should be careful to keep in mind that the commissioner is lending money according to the appraised normal value of the farm—not according to the sale price. It is not the commissioner's business to say what the sale price of the farm should be. The farmer and the man who is selling the farm must work that out for themselves. Other conditions being favorable, the commissioner may lend as much as 75 percent of the appraised normal value of the property. The purchaser must put up the difference between the sale price and the amount the commissioner may lend. If the sale price and the appraised value are the same, and the commissioner will lend 75 percent, then the purchaser must put up 25 percent of the purchase price.

One of the main objectives in broadening the purposes of the commissioner's

loans was to make it possible for eligible tenants and young farmers to buy farms; and the Farm Credit Administration is devoting especial attention to meeting their needs where they can be financed on a sound basis.

In handling the applications from tenants the first consideration, of course, will be the security offered; but particular attention also will be given to the applicant's farming experience in the locality, his ownership of work stock and the necessary farm equipment, his supply of labor from his own family, and his thrift and record for meeting his obligations.

Very often farm-purchase loans have been written for short periods with frequent renewals, requiring substantial payments of principal on each occasion, and, in addition, relatively high interest charges and fees for renewal. Needless to say, the percentage of failure among new farm owners has been extremely high, even in normal times.

### *Young Farmers, Tenants To Benefit*

Thousands of young farmers and tenants should benefit under the new farm-financing plan. Lack of adequate, reasonable-cost financing for young farmers and tenants has been one reason for the rapid increase in farm tenancy in the United States during the past 20 or 30 years. Even in normal times it may not be easy for the young farmer starting out in life, or the tenant venturing into farm ownership, to buy a good farm with a relatively small down payment. Furthermore, creditors usually are more anxious to get their money out of property sold on a small margin than to liquidate relatively conservative mortgages made to established owners.

An unforeseen crop failure, a low-price season, or other temporary misfortune, especially if occurring in a renewal year, frequently cause loss of everything the purchaser has put into the farm. Periods of heavy expenses or temporary reverses occur in the lives of all of us. Ordinarily they should not be allowed to wreck a major venture, and for the young farmer or tenant farmer, ownership of a farm

*(Continued on page 128)*



# On the Level With Rough Land



## Nebraska County Agent Helps Farmers Establish Erosion-control Program

*In addition to successfully conducting the erosion control program described by George Round, assistant extension editor, Nebraska, in the accompanying story, County Agent Paul F. Taggart has a number of accomplishments to his credit. He organized the Republican Valley Turkey Growers' Association with a nucleus of Webster County producers. In 6 years he has helped the association develop until last year it marketed 15,000 birds and bought over \$8,000 worth of feed at a saving of more than \$1,000 to the farmers. In 1929, Mr. Taggart coached the State champion livestock judging team; and in 1930, the State champion dairy judging team.*

IT ISN'T hard to farm "on the level" even when your land is rolling and slightly rough. At least that's what farmers in Webster County, Nebr., have found after 5 years of experimenting with terracing and contour farming.

Farmers in this county have partially remade the topography of their land by cooperating in what probably is one of the most successful soil-erosion projects in the Middle West. Paul F. Taggart, until recently agricultural agent in Webster County but now agent in Washington County, Nebr., was largely responsible for the reawakening of interest in soil erosion and water conservation. Dams have been built, terraces constructed, and natural resources conserved for future generations.

### The Beginning

It took a lot of hard work on the part of Taggart and his local leaders to "put the project across." A few farm leaders conferred with the agent first. They studied the proposition, looked to the future, and saw what had to be done. Soil-survey maps and weather bureau charts were used in this study, the results of which indicated that approximately

70 percent of the land, due to topography and type of soil, was either badly eroded or subject to erosion.

Extension specialists from the Nebraska College of Agriculture at Lincoln assisted with the original plans. Ivan D. Wood, extension engineer, and P. H. Stewart, extension agronomist, explained terracing and soil-erosion control to the farm people. Several hundred turned out for each meeting. That was 5 years ago.

It was from this study that the Webster County plan was formulated. Four men agreed to cooperate by planting legume crops on a part of their farms to keep up the fertility and by leaving a part of their farms without legumes to measure the value of this cropping practice in preventing erosion. Improved rotations and other good cropping practices played an important part in the erosion-control program. Two men also agreed to build terraces. One soil-saving dam was built on the county highway.

Now, 5 years later, the results of the county program are known to thousands of Nebraskans. Here are a few of them:

1. More than 75 men in the county have terraced all or part of their farms.

2. In few cases has there been any run-off of water where land has been terraced.

3. Some farmers own their own levels and do their own surveying preparatory to constructing terraces.

4. Some wells literally have been brought back in dry areas through the use of terracing, dam construction, and other conservation measures.

5. Numerous brush dams have been built.

6. The feeling that contour farming and terracing are impractical is rapidly being broken down. The effective results are becoming known to all Nebraskans. The county and State are rapidly becoming "conservation minded."

7. A considerable increase has been noted in the number of farmers using good crop rotations, growing legumes, and producing better pastures.

### The Results

Plenty of examples of how the program has worked on individual farms can be found in Webster County. On the Emil J. Polnicky farm near Red Cloud, the county seat, the first work on the program was done. Mr. Wood laid out the terraces. Now 100 acres of the farm are terraced, and more will be done later.

"It's the only thing for this county", Mr. Polnicky declares. "Under present

*(Continued on page 123)*

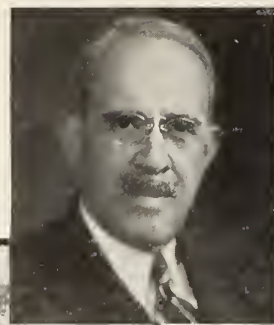


The terracing machine owned by the Webster County Farm Bureau is lent to farmers as part of the campaign to check erosion and conserve soil fertility. Here it is seen in action on one of the 75 farms that have terraces.



## New Government Agency To Help Expand

# Power for Rural Areas



MORRIS L. COOKE

Administrator,  
Rural Electrification  
Administration



A rural electric line brings  
light and power to this  
Maryland farm.

**T**HE RURAL ELECTRIFICATION Administration, recently established by Executive order of President Roosevelt, is now prepared to provide power and light for many of the rural areas that are without electric service.

It will be impossible, for obvious reasons, for REA to bring electricity to a single isolated farm. Such a venture would be excessively expensive and impractical. It will be necessary for groups to cooperate, each group arranging for electric service as a community of people. These cooperating groups should be as large as possible, because there are certain expenses incident to the establishment and operation of a power and light line that would be very burdensome if they were not shared.

The more electrified farms there are among which these expenses may be divided, the lower the cost will be for each farm.

A rural electrification project, for our purposes, is essentially one or more electric distributing lines, in a more or less compact area, carrying power and light from a supply source to each of a number of farmhouses and other buildings.

It is considered that a single electrification project, distant from any existing electric service lines, should embrace at least 25 miles of lines.

Where a project can be made an extension of existing lines, as is possible in many cases, a smaller project might be practicable.

These considerations are, however, quite general. They are in no sense hard-and-fast rules.

### *Seek Economical Use*

The feasibility of plans submitted will be determined largely by:

The amount of electricity a given group can use.

The wholesale cost of this electricity.

The cost of the line to carry this electricity.

How low the charges, or rates, for this electricity can be made at the outset while providing enough revenue to insure that the project can pay its own way.

There are four ways in which electricity may be obtained for sound projects that satisfy REA conditions:

(1) Through the nearest private power company.

(2) Through a State, county, or local power district, or through a nearby city-owned electric-power plant that might extend its distributing lines to the rural area.

(3) Through a farmers' cooperative, mutual, or other group, or an organization of that type which might be created under State laws.

(4) Through REA itself, which might build lines to bring electricity to the project from the nearest source if satisfactory arrangements through other agencies prove impossible.

REA will lend the money to build the rural electric lines. No grants are contemplated, rural lines being expected to pay for themselves. The loans will be made to those undertaking the building and operation of the lines.

### *Borrowers Have 20 Years To Pay*

Under normal conditions borrowers will be allowed 20 years to pay back the loans. The normal interest rate will be quite low, only 3 percent.

REA is so confident of the ability of these projects to pay their own way that, under suitable conditions, it will lend

(Continued on page 126)



# More Power to the Farmer

**M**ORE POWER and more light fall to the lot of North Carolina farmers who are building their own home-made water-power electric-generating outfits. These small plants, using various ideas sent out by D. S. Weaver, agricultural engineer, are springing up all through the piedmont and mountain sections of the State.

Will Patterson, of Caldwell County, a Negro farmer, built the outfit shown with only \$60 in cash and some miscellaneous equipment. This generating plant lights his 6-room house and provides electricity for operating a water pump and churn. The water for operating the wheel comes from 2 mountain springs through a 300-foot race as shown in the picture. Another farmer in the same county built an electric outfit at a cost of \$35 which has been running 2 years with no expense except for 2 pounds of grease. He now plans to enlarge his plant so as to supply power as well as light.

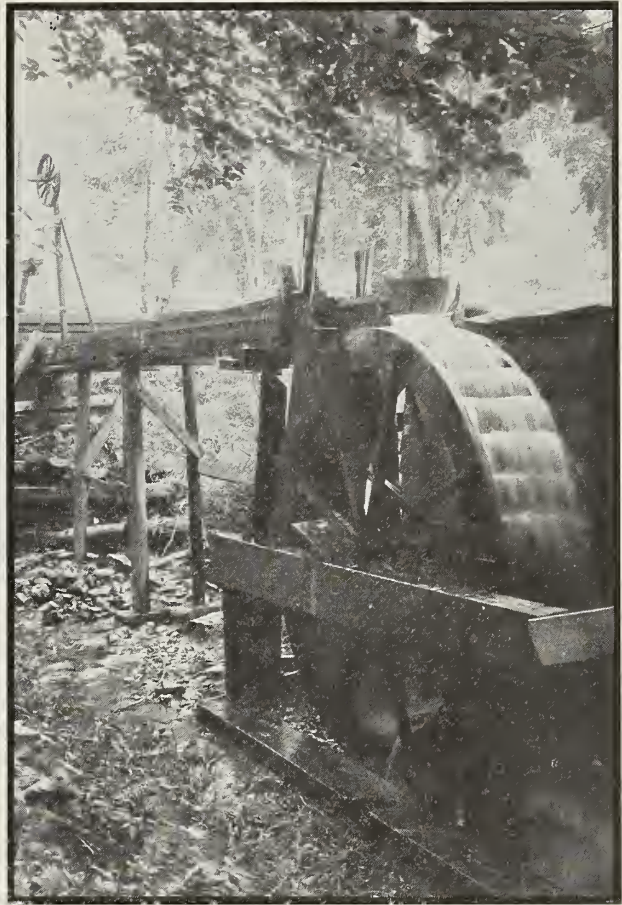
The large water wheel shown is on the farm of Lee B. Drum, Catawba, N. C. This generating plant is 1,500 feet from the house and supplies current for operating electric lights, radio, coffee percolator, electric iron, and other household equipment. Mr. Drum constructed his 8-foot water wheel himself. The total outlay, including wire and fixtures, was less than \$80.

The farm-home kitchen belongs to Mrs. A. C. Jones in Forsyth County, and a convenient kitchen it is. An automatic electric range and an electric water system make the work lighter.

Of the 25,000 farm-home owners interviewed in the North Carolina rural electrification survey, more than 22,000 expressed their desire to use electricity in their homes. The demand for appliances was particularly noticeable in the desire for water systems, washing machines, refrigerators, and electric irons. The need for electricity for farm purposes as well in connection with poultry and dairy industries is being felt more keenly by progressive farmers.

With the appointment of a North Carolina Rural Electrification Authority, the progress in supplying current to rural homes will be accelerated. An additional survey to cover the counties not formerly

surveyed is now in progress, and by the time the rural electrification program of the Federal Government is completely outlined North Carolina promises to be in a position to avail itself of all the opportunities which the Federal program will present.





# Clerks Gear Offices to New Speed



Knowing Farmers, Their Interests, and Answering Questions Promptly Are Important, Advises Anna Cathryn Foster, Head Clerk

I BEGAN my experience as an office secretary in the county agent's office, Daviess County, Ky. The first three important things I learned about this kind of work were (1) to recognize men and call their names on second or later visits to the office; (2) to remember something that each one is definitely interested in; and (3) either to answer questions correctly in the absence of the county or home agent or promptly admit that I did not know and promise to procure the information desired promptly from the agents.

Before the AAA work began, in order to be acquainted with subjects of interest to the different callers, we made a practice of recording the name of each visitor and the principal topic of discussion. During the last year we have been unable to keep this record as completely as before. In making the monthly reports, we reviewed these notes and frequently reviewed notes for 2 or 3 months previous. Many times after we had just reviewed notes, a man who had not been in the office for a month or more would call, and we could discuss with him a question he brought up on his last visit, and he would think that we had a wonderful memory.

Nothing seems to please a farmer more than to be recognized when he calls at the county agent's office. If the caller has to tell his name, particularly if he has been in the office once before, it seems to put a damper on the situation and make it more difficult to talk with him. If one calls his name at the time of greeting, he is in a better frame of mind to discuss any question, including a com-

plaint he may have. Sometimes we have been unable to immediately call the name of the visitor, but by asking a careful question or two we are able to place him and at least get his last name correct. All efforts in this direction have been well repaid.

Before the AAA work began, I frequently made notes of a conversation between the county agent or home agent and a caller, particularly when the subject

under discussion was a timely one that might apply to a number of people. Later, when the agents were away from the office, I was able to supply the same information to other callers. If, however, the question included points on which I was not familiar, I simply made notes and referred the matter to the proper agent.

I was reared in a rural community and perhaps understand better why some farmers wear the kind of clothes they do and use the kind of English they do better than a girl who has never lived in the country. I have found that any caller whose appearance may be unkempt or

*(Continued on page 125)*

---

## The Agent's Right-Hand "Man"

In calling attention to the enormous amount of work handled by county agents during the past 2 years or more, little mention has been made of that great army of unofficial "assistant agents"—those who work as clerks and stenographers. In the accompany article, Anna Cathryn Foster, head clerk in the office of County Agent J. E. McClure, Daviess County, Ky., gives a few of her impressions and a few principles which help make the secretary's work successful. Incidentally, Miss Foster is a former 4-H club girl.

Mention has been made frequently of the assistance of 380,000 local leaders in the emergency and regular extension programs. The keeping of these 380,000 leaders informed about details of programs, obtaining agricultural or home-economics information for them, and notifying them of meetings threw an additional burden on the office forces. Many offices have had to handle 5 or 10 times as much clerical and stenographic work the past year as in 1932. And in few, if any, cases did the size of the force increase in proportion.

For example, county offices handled 21,400,000 office calls in 1934, 6,000,000 telephone calls, and more than 8,800,000 personal letters. In the various production-control programs, the emergency relief, the drought program including cattle purchases, farm credit, and rural rehabilitation, the clerks have helped to keep records straight, have assisted in distributing forms and instructions, and have answered questions on everything from details of a Government contract to how to make whole-wheat muffins and when to prune raspberries.

Head clerks in nearly 3,000 county extension offices have systematized the work so that the increased load could be handled with a minimum of additional help. In fact, in most offices the regular clerk handled the work with the exception of some part-time help. Because of the increasing number of telephone calls and office callers—in some instances more than a hundred visitors a day—the head clerk has had to be responsible for answering many questions or finding the answer in order to give the agent time to attend to other matters.

---



## Growing 4-H Clubs

### Flourish Amid Emergency Activities

**E**VEN though economic conditions have not been ideal and the AAA program has consumed much time and effort, County Agent Byron Dyer, of Bulloch County, Ga., can point with pride to growing and successful 4-H clubs. Tobacco farmers in the county cooperated with the adjustment program 100 percent, and 1,526 cotton contracts were signed in the county. At the same time club enrollment increased from 76 boys and girls in 1932 to 276 the next year, and more than 500 last year. Their achievements have kept pace with their numbers.

In past years their judging teams had almost won the coveted prizes but would fall slightly short of the goal. With a larger enrollment they renewed their efforts and won for the first time the district livestock judging contest. Woodrow Powell and John and Inman Akins attended the Southeastern Fair at Atlanta as a result of their efforts in the district judging contest.

Having tasted of success in one major event, the boys and girls put on the pressure in 1934 for new members and honors in the form of achievements. The enrollment passed the 500 mark.

Rosa Lee Hendrix was the first member to win State honors when she was judged the State health champion. This was indeed an honor when there were some 57,000 4-H boys and girls in the State competition. Willard Rushing, a 14-year-old club member, produced 112 11/16 bushels of corn on an acre to bring another State honor to the county. Paul Motes produced 109 bushels of corn on an acre to win another State prize. All three of these clubsters were awarded free trips to the National 4-H Club Congress at Chicago for 1934.

With a still larger enrollment in 1935, these 4-H club members started off in their first competitive event with a winning fat-stock judging team at the annual fat-stock show and sale at Savannah. Competing with 16 teams from Georgia and South Carolina, Pete, Rupert, and Kermit Clifton, 3 brothers ranging from 11 to 15 years old, led the field by 42 points. These boys did not know one beef cow from another until they each purchased an Angus steer to finish out

for the show. Winning the judging contest was one measure of telling of their interest in beef cattle. They went even further. Pete finished a first-cross steer that took first place in the open ring for this grade. Rupert took first place in the 600- to 800-pound class for 4-H clubs and second in the open ring. Kermit's steer was injured before the show.

Each club holds its regular monthly meeting in the 12 consolidated school districts with Agent Dyer and the home demonstration agent, Lillian D. Knowlton, there. The boys and girls meet together for the program and then separate for instructions and demonstrations. Frequent tours are conducted so that each club member can find out what the others are doing. In addition, Bulloch County boasts a 4-H club camp where the members assemble each summer for short course work and recreation. Besides their annual camp of a week's duration,

they meet one afternoon each month throughout the summer at the camp. Each of the community clubs, of which there are several rousing examples in Bulloch County, has its definite 4-H club organization. This has been an active source of help in developing the county 4-H clubs.

In explaining his methods, County Agent Dyer says: "You see, we merely follow routine work with the gang. The club members themselves have been instrumental in whatever they have achieved. And, don't forget the local leaders in each community, for they have been a grand help to us."

**C**HAIRMAN were appointed in practically all of the 95 counties of Tennessee for "Better Homes Week" which was held April 28 to May 2. Community chairmen were appointed in many of the counties. The home-management specialist of the extension service cooperated with county workers in a series of training schools. The first of these was held for the counties in western Tennessee with 40 chairmen present. Five of the training schools were held in different sections of the State.

### Oregon Holds Trial Conference

#### For the Office Secretary

**T**HE LARGE volume of business flowing through the offices of county extension agents emphasizes the importance of improving office methods. To this problem the supervisory staff in Oregon gave early attention this year. A trial conference of county extension secretaries was one of the means adopted by which this improvement was to be effected.

Secretaries from 13 counties adjacent to the central office were brought in for a 2-day conference. Those attending were unanimous in their expression of appreciation of the conference and its helpfulness. One secretary wrote, "Extension leaders were more than helpful in their explanation of the work, and the comparing of notes with other secretaries helped a great deal in solving some of my office problems."

The idea of holding such a conference originated with the county agents during a discussion at a district conference.

That there is need for maximum efficiency in county extension offices is apparent from an examination of the increased volume of work. In Oregon office callers increased from 80,733 in 1932 to 148,962 in 1934. Individual letters written increased from 59,935 in 1932 to 83,978 in 1934. There has been a corresponding increase in the volume of other office work resulting from increased demand for extension work, the Agricultural Adjustment Administration activities, and emergency programs.

The subject of improved office methods was taken up during the annual extension conference in December, and a demonstration filing system for the various control programs and farm credit activities was set up and discussed.

Some of the Oregon county extension secretaries have been on the staff for more than 10 years. Even these experienced workers found the conference helpful, as well as those who have only recently been employed.



## Service to Community

### Watchword of South Dakota Women

THE SERVICE which home-extension clubs can render to their members and to others is well illustrated by the past year's efforts in Brown County, S. Dak., where Mrs. Fred Wylie, of Frederick, is chairman of the executive board and Esther Taskerud is home agent.

Through cooperation with the Aberdeen city librarian, approximately 2,500 books were circulated among club members, affording many the best opportunity they had had in years to read literature they had wanted. The books were taken out for 6 weeks at a time and rotated among the members.

Sunnyside Club did the extraordinary in publishing monthly a typed newspaper called "Sunnyside Circle." The community has no local paper and no means of circulating local news. The extension club stepped in and provided this means. The paper has a different editor each issue and a regular staff of reporters.

Many clubs rendered community service, often to hospitals. The Sunshine Club gave stage equipment to a rural

school. Ideal Club made and raffled a quilt, giving the proceeds to a destitute family. Palmyra Club gave money to the Good Samaritan School for crippled children.

East Riverside Club bought cooking utensils for the home community hall. This club organized a reading circle, too. Ordway Pioneers helped to buy furniture for the community hall. Carlisle Leaders gave money to a young man who had lost his leg, in order to help him purchase an artificial limb. ABC Club gave pictures to a church which had none. This club also sponsored a health clinic for preschool children which proved very successful. Willing Workers sent money to the children's home at Sioux Falls. Morning Heights Club sent many articles to an Aberdeen hospital.

Twenty-two of the forty-nine clubs in operation have sponsored 4-H clubs. Other activities, Miss Taskerud reports, cover a great variety of services to themselves, to their communities, and to other members of the community and State.

## From Farm to Reader

(Continued from page 113)

newspaper offices Monday so that the type can be set before the last-minute rush. The column is used for news items. Special articles are also sent the weeklies whenever desirable and are placed upon the front page by the editors if this preferred position is merited."

In speaking about the plan followed in Kennebec County, Margaret Childs, home demonstration agent, says:

"Since May 1932 Kennebec County agents have conducted a weekly extension column in two of the county daily newspapers and have found it an effective way of forwarding the extension program, keeping extension people notified of various community and county 'doings', and telling others of the work.

"The column includes such items as: Dates and reports of community and county meetings, special meetings, contests, exhibits, field days, county and community officers elected, personal experiences and results of project information used, farm and home activities of indi-

viduals, stories written by county people, and announcements of special interest such as radio talks. Sometimes subject matter is used if it is timely.

"Although no definite check has been made, apparently many rural readers follow these extension columns week by week, judging from requests occasionally received for information and bulletins from readers of the column, and such remarks heard as: 'I'll look for the date in the paper', or 'Oh, yes; I saw that in the paper.'

"Several women have told me that they find the column of interest not only for news of what is going on but for the practical information it contains. At a recent meeting in Winslow I found that 16 of the 21 women present read the column regularly."

Kenneth C. Lovejoy, Waldo County club agent until July 1 of this year, and now State leader for Maine, says:

"A weekly newspaper, the Belfast Republican Journal, which covers the county

quite thoroughly, carries our regular farm-bureau section for news from the home demonstration agent, county agricultural agent, and 4-H club agent.

"The 4-H news usually occupies at least 1 full-length column and sometimes 2 or 3 columns. Most of this news is first received at the farm bureau office from secretaries of the county 4-H clubs. Some comes from 4-H news reporters, and frequently the club agent takes notes at club meetings for the press. All this 'raw copy' is assembled during the week, written up on Monday by the club agent, and delivered to the weekly paper. This method is easier and a decided improvement over the previous haphazard method.

"Special events, as county field day, leaders' conference, and county contests are also announced and reported in the more popular dailies in the county.

"The chief advantage of the regular space in the weekly is that the readers know when and where to find it, and that it is thoroughly read is convincingly demonstrated when an error, typographical or otherwise, may appear. The interest in this column is also emphatically indicated when an expected write-up fails to appear (usually because the copy arrived after the 'deadline').

"The regular column also has the important advantage that activities fully deserving of recognition but hardly worthy of a separate news-length write-up can be given space.

"One of the few disadvantages is that less front-page space is given 4-H and farm bureau events. However, the editor, N. H. Small, is very cooperative and generous in giving us front-page space for special occasions and when requested."

OLD NEWSPAPERS are being put into utilitarian use by a number of the home-demonstration clubwomen of Grant Parish, La. They are being used effectively as a substitute for wall paper, says Nan Tarwater, home-demonstration agent. The papers are pasted on the walls and two coats of calcimine are applied, which gives the appearance of beaver board or plaster.

A NOVEL feature of the New Hampshire farmers' and homemakers' week held in August were the sheep-dog trials in which trained shepherd dogs from various parts of New England demonstrated their ability and speed in handling flocks of sheep.



# Meets Ravenous, Leaping Emergency

## Organized Jack Rabbit Campaign in 41 Kansas Counties Nets 940,426 Crop Eaters

STATE extension services are emergency-meeters just as firemen are fire-fighters. Their routine work flows along like a late-model auto on a smooth highway, while emergencies are handled in zooms not unlike those of an airplane taking off and landing on a field beside the highway. The zooms, however large or small, demand expert piloting to insure smooth trips and smooth landings with crashes barred.

These emergency-zooms are well illustrated by an unique problem solved through the efforts of the Kansas State College Extension Service—Dr. E. G. Kelly in particular.

Now, Dr. Kelly is an entomologist, and in news releases to the public he is referred to as "insect-control specialist." Out in the State, he is known as a plain "bug man." But in this case he went in for bigger game.

### Those "Cussed" Rabbits

The story begins in May 1934. Dr. Kelly was in western Kansas holding district conferences on grasshopper control. Toward the end of a meeting at Liberal, one man spoke up as follows: "What I want to know is what we're going to do about the jack rabbits. Those 'cussed' things are doing more harm than the grasshoppers!"

Then and there germinated the most intensive drive ever instituted in the

---

*When 100 jack rabbits eat as much feed as one cow, and when rabbits are as thick as they were in western Kansas—that is an emergency. L. L. Longsdorf, extension editor at Kansas State College, tells how the extension service helped farmers solve this problem. The 940,000 rabbits sold or used for hog or poultry feed, the livestock feed saved, and the bringing together of 200,000 people in a cooperative endeavor are the major results of the rabbit drives. This story tells the why of the campaign, how it was organized, and the results obtained when, as the writer says, a "bug man" goes out for larger game.*

---

State of Kansas to eradicate a crops menace. Poison bait was used exclusively for several months.

Then, in September, when Dr. Kelly started out to organize grasshopper egg surveys, he "killed two birds" by organizing rabbit drives. These drives later far overshadowed the original idea of eradicating the pests, both in public prominence and results.

But, as in many important undertakings, success came with difficulty. As Dr.



Dr. E. G. Kelly, who organized the Kansas jack rabbit eradication campaign, is really an entomologist. But that didn't keep him from hunting larger game than bugs.

Kelly stated simply, "It was hard to sell the idea."

One reason was that it cost \$250 for snow fencing, posts, and other materials with which to make a trap. The fence had to form a wide V one-half to one mile long in each direction, with another fence down the middle to keep the rabbits going toward the trap. The trap was placed beyond and adjoining the open vortex of the V. Of course, the fences could be moved from one place to another, but the original outlay was considerable.

Eventually, however, Finney County obtained money for a trap. This was

(Continued on page 124)



Driving rabbits into the trap from as far as the eye can reach. The dark line in the background is made up of men participating in the drive. At the right is an alfalfa stack showing where jack rabbits had eaten their way. This damage was done all around a large stack in approximately 3 days and nights.







# My Point of View

## An Ear for News

I rode about one day with a county agent as he was making some calls. Stopping at a poultry farm, the owner said: "Say, those range shelters are the slick-est things you ever saw!"

In response to this comment, the county agent akimboed his arms, drew a deep breath, and said: "Yes, the extension service has been responsible for having more than 200 of those shelters built in the county already."

The poultry man stopped talking, but the county agent continued.

A few days later I rode with another county agent. He, too, was making calls. We stopped at one particular farm to look over an alfalfa plot. On the way down the lane, back of the barn, we walked by a range shelter. The farmer said: "Just wait a minute. I want to tell you about the chicks. That range shelter is surely a good investment."



The county agent responded with the query, "You like it, do you?"

"Oh! yes—I placed 150 chicks out there May 1 and I haven't lost a single one yet. You can see by their feathers and size that they are doing well. All I have to do is to see that they have feed and water. There haven't been any chickens on this ground for a good while, and there is no danger of their picking up disease germs."

The county agent recorded in his notebook: "150 chicks—May 1, none lost, June 20—likes shelter—clean grass."

In the next issue of the local newspaper there were two items bearing on this one call—one about the range shelter, the other about the alfalfa plot.—*Glenn Rule, extension editor, Maine.*

\* \* \*

## What Local Leaders Want

Local leaders want to know how to teach. They may be skilled workers themselves, but unless they know something about the psychology of the teenage young people and how to present subject matter to them in an interesting manner, they will soon become discouraged because the girls and boys lose interest.

The local leaders want illustrative material. They want to take home from the local leader conference something tangible to show the club group. This gives them confidence and raises their prestige with the group.

Every local-leader conference should plan a discussion period when the leaders may talk—tell of their achievements, ask questions about their problems. They need an opportunity to learn how to think through their problems.

And finally, the local leaders want something for themselves—some new ideas to make their own tasks as home-makers more interesting—some inspirational thought to take home and think about for their own life enrichment.—*Dorothy Emerson, State girls' club agent, Maryland.*

\* \* \*

## A Trader . . . .

Jefferson County, Tex., has at least one woman who, it appears, could more than hold her own in a deal with David Harum of horse-trade fame.

Mrs. F. W. Jonas, member of La Belle Home Demonstration Club, reported the following "swaps": She traded some home-grown baby chicks for 300 cans; she traded some more chicks for 200 pounds of sugar; she traded pigs, also home grown, for fencing; she traded more pigs to get her garden plowed; she traded some Persian kittens for tomato plants; she traded a calf for carpenter work; and she traded eggs for flour.

"After turning these deals", the club woman commented, "I've decided that you don't have to spend much cash to get what you want."—*Jessie V. Murdock, home demonstration agent, Jefferson County, Tex.*

\* \* \*

## A Good Time Was Had by All

The following activity is one that is not classified in a county agent's report. I want all who read this to realize that I tell it only to show one of the many things a county agent does on the side which are never reported.

A group of ladies in the Mosca district, which is composed principally of extension-club workers, were in need of funds in order to keep their minister.

They called on the county agents for this assistance. The ladies prepared a dinner and yours truly became ticket salesman. The merchants of the town responded wonderfully, and within 2 hours I had sold 135 tickets. The banquet was a great success, and 141 merchants and their families and employees attended. The presence of these merchants at the banquet promoted a feeling of goodwill between the country and city folks. To end the story abruptly, everyone had a good time, and the minister is paid in full to date.—*William A. Price, assistant county agent, Alamosa, Conejos, and Saguache Counties, Colo.*

\* \* \*

## Makes Reports Easy

If I do a good piece of work then fail to record it well, I feel that the job is only partly done. A simple little procedure which has aided me in writing a better annual report and, therefore, a better record of work done has helped me, and I pass it on for what it is worth.

I found it difficult and rather tedious to look through 12 monthly reports in order

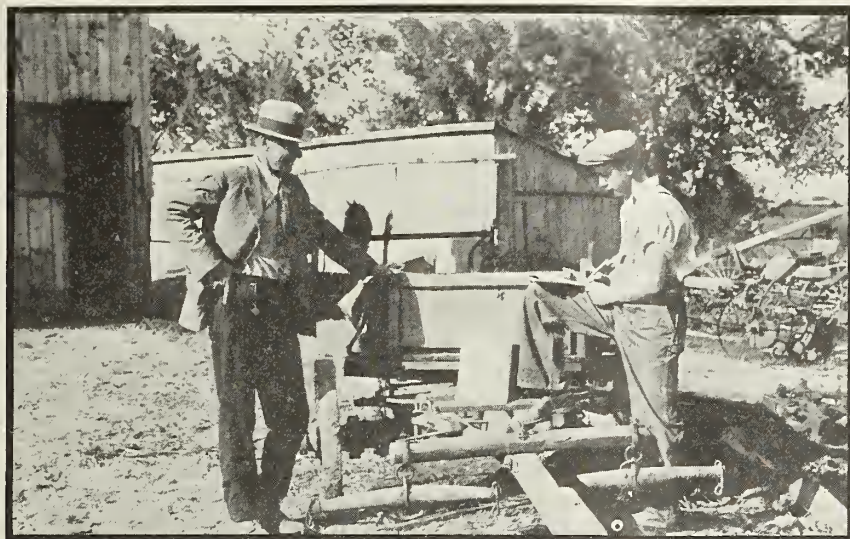
to find out just what I had done in horticulture, in farm crops, soils, and other activities. The tediousness of this search for a complete annual report sometimes caused this to be done in haste and



some activities were left out entirely. I wanted to make the job easier.

The idea occurred to me that if I would prepare an extra copy of the monthly narrative report and always make the report complete, keeping the extra copy for clipping each month according to subject matter for use in writing the annual report, it would prove helpful. I have the office secretary go through the report each month and clip out everything relating to rodent control, for instance, and paste it on a sheet of paper in chronological order. Thus, at annual report time I have everything before me on rodent control. Putting this together in a brief but logical form constitutes the task of writing the annual report.—*W. Wray Lawrence, county agricultural agent, Wasco County, Oreg.*





A leader of the 4-H record club, A. E. Buswell, has the help of his son, Wayne, in keeping up his AAA account book.

## Adventure with Records

### Exploring Via the Inventory Fascinates the Young Folks

ONE OF THE first county extension agents to organize 4-H record-keeping clubs in Missouri is J. Robert Hall in Linn County, who now has 5 clubs with 36 members successfully carrying their accounts toward completion. The interest aroused by this work has been unusually good, says T. T. Martin, State 4-H club agent in Missouri. The boys and girls not only have learned to keep farm accounts but have taken much greater responsibility in helping their parents manage the farm and home business in thrifty and judicious ways.

These boys and girls are old enough to feel very keenly any loss in family income revealed by their accounts; consequently, they have become more active in contributing to the family income and more watchful in preventing losses of all kinds. They learn not only what are the sources of the farm income but also learn what expenses sometimes cause the total income to dwindle.

One of the most successful of the Linn County record-keeping clubs is that of the North Eagle community led by A. E. Buswell, the holder of a State medal as a master farmer and a successful farm record keeper for the past 4 years. The organization of this club was due primarily to the interest and activity of Mr. Buswell's son Wayne who had become

keenly interested in record keeping from watching his father's work in that line. Mrs. Buswell had also taken considerable interest in keeping the accounts, making the project a family affair. This club has 11 members who are making splendid progress under Mr. Buswell's leadership.

Members of the North Eagle Club, like those of the other Linn County clubs, find all phases of the work interesting. Taking the farm inventory is both an adventure and a revelation. The indoor sessions with the leader, and the discussions of the various sources of farm income and the corresponding channels through which these earnings are spent, are always very interesting and instructive for the members.

"No type of 4-H club has aroused keener interest nor drawn families together in close cooperation and understanding to a higher degree than the record-keeping clubs", says County Agent Hall.

### On the Level With Rough Land

(Continued from page 115)

conditions we must conserve all possible moisture."

Road graders, scrapers, disks, and terracing machines have been used in build-

ing terraces on this farm. All work was done in spare moments without the use of any cash. "Contour farming does away with straight rows", said Mr. Polnick, "but farmers can afford crooked rows if they will maintain the productivity of the land and increase farm income."

Another splendid example of terracing and contour farming is found on the Eddie Ohmstede farm near Guide Rock. Three years ago Mr. Taggart laid out the first terraces for Mr. Ohmstede. Now, however, he owns his own level and does his own surveying.

In a short field not far from the farmhouse where the land is rolling is found a notable example of how contour farming along with terracing has been practical. A ditch cut the field in two before it was terraced. After terracing, the gulley now is filled up. Soil washing on this rolling land has been stopped. The moisture stays in the terraces and lister rows instead of gushing down the hill and carrying topsoil along with it.

"Farming on a contour is no more difficult than farming up and down the hills", Mr. Ohmstede says. "This business of terracing has certainly paid me well."

It is these examples that point toward the importance of changing farming conditions. More than 75 farmers have a part or all of their land terraced. Five years ago terracing was hardly known in that area. A terracing machine owned by the county farm bureau is lent to farmers for use in constructing terraces. It can be knocked down easily and transported from one farm to another.

### Federal Compensation for Agent's Widow

Mrs. Jean Martin, widow of Assistant County Agent William L. Martin, of Chautauqua County, Kans., will receive Federal compensation, as her husband's death occurred while carrying out his official duties as assistant county extension agent. Mr. Martin and two members of the county corn-hog committee were on their way to an educational meeting when the accident occurred which resulted in fatal injuries to all three of the men.

MORE than 800 Louisianians, representing 77 communities, took part this summer in the 11 garden shows that were judged by Bertha Lee Ferguson, extension garden specialist.



# Meets a Leaping, Ravenous Emergency

(Continued from page 121)

donated by the Garden City Chamber of Commerce and the county farm bureau. The men of the farm bureau built the fences and pen and called on their neighbors and friends to help drive the rabbits.

Came the first drive and a catch of 5,000 rabbits.

The battle was as good as won. From that time on, the idea "took" like wild-fire in a dry forest.

Newspapers wrote graphic accounts of the drives. Thousands flocked to them. Schools and business houses closed to allow greater participation. Rabbit drives furnished the subject for excited conversations throughout the State. Neither dust storms nor a ruling by the attorney general could stop them.

Drives were staged in 38 counties, most of which also had used poison bait earlier. Two others used poison exclusively, and in one county where no rabbit drives were planned many rabbits were killed in wolf hunts. In other words, rabbit eradication was undertaken in 41 of the State's 105 counties. For some unknown reason, jack rabbits are a menace only in the western part of the State.

## 940,000 Rabbit Casualties

The number of rabbits killed reached the astounding total of 940,426. County totals ranged from 143,000 in Thomas County to only 75 in Meade County.

The 490 drives netted more than 782,000 rabbits. The total count of participants in all drives was nearly 200,000 persons.

Killing in the pens was done with clubs in such a manner that there was practically no outcry from the rabbits. In nearly all drives, neither dogs nor guns were allowed. But, in several cases, expert gunners, who shot to the rear only, were used to kill the rabbits that broke through the lines.

The rabbits killed through the use of poison baits numbered 143,187, according to Dr. Kelly's records. Nearly 2,500 farmers cooperated in this mode of eradication. They used 1,836 ounces of strychnine, 356 pounds of arsenic, 5,377 pounds of salt, 8,114 pounds of grain, and some molasses and apples.

According to a technical bulletin of the College of Agriculture, University of Arizona, 100 jack rabbits will eat as much

as one cow. It can readily be seen what was happening to Kansas feed and crops.

Farmers, already hard pressed by drought and depression, were desperate. All of their crops were attacked. It is no wonder that they cooperated so well with the extension service in meeting the emergency.

"It costs less than one-half cent to poison a jack rabbit", Dr. Kelly declared, "whereas it costs more than \$1 to let him live and more than 20 cents to shoot him, if the shooting is done by the average farmer."

And, speaking of expenses, it cost Gove County \$3,000 in bounties for 60,000 pairs of rabbit ears, at 5 cents a pair, in 1933.

This is in contrast with the fact that 6 counties were able to sell their rabbits, many at 4 cents each. In 34 counties the rabbits furnished much feed for poultry and hogs, and in only 4 counties were the rabbits actually wasted.

In one community, the rabbits were captured alive and sold for use at coursing meets. One thousand rabbits were sent to Indiana for breeding purposes. The sale of rabbits in Hamilton County paid for the building of the pens. And in Rice County, the money derived from the sale of rabbits for livestock feed was used for charitable purposes.

## Organization of the Drives

Here is an account of how the drives were handled in one county, as related by Dr. Kelly:

"All persons wishing to have drives in their community would organize and report to the county clerk's office. The next open date was assigned to them. The territory was then established and thoroughly advertised. From the center, near the pen, all persons wishing to walk in the lines were taken to the outside boundary in trucks furnished free of charge. Each person brought his own clubs.

"The lines directly opposite were ordered to wait until the corners came in, a circle being formed in this way. The captains directed the speed as well as the distance between persons. Occasionally, coyotes got into the ring, causing much merriment. When the rabbits were near the pen, they looked like a drove of sheep. About 200 feet from the pen, all who wanted to stay in the line would drop to their knees so the rabbits could not

escape. The rabbits were then killed with clubs.

"Those who wanted the rabbits for feed took what they wanted, and the captains loaded the remainder in trucks to be taken away and used as feed for poultry and hogs. Parties desiring to stage the next hunt were assisted by captains and volunteers in taking down the pen and loading it on trucks."

The drives were much like great husking bees or other events that have brought farm people together for cooperative endeavor in the past. This in itself was a benefit. Besides the destruction of the farm-robbers and other benefits from the campaign, there is this big point to consider:

The prestige of the Kansas State College Extension Service was decidedly not lessened for having had the cooperation of more than 200,000 Kansas rural people in meeting another emergency.

## Farmers Discover

"What's in a Name?"

The farm-naming and mail-box improvement contest in Stanly County, N. C., was closed recently, with 57 farmers competing for prizes.

Mr. and Mrs. Virgil Moss, of Harris township, won first prize. They named their place "Mountain View Farm", erected an attractive sign, and put up a well-built, attractive mail box.

The contest was sponsored by the Stanly Extension Advisory Board in cooperation with the county farm and home agents, for the purpose of encouraging the farmers to give their farms suitable names and to improve the appearance of their mail boxes and the entrance drives to their farms.

Special mention was made of Hugh Davis, only Negro to enter, who named his place "Rocky Ridge Farm."

The prizes consisted of shrubbery donated by nearby nurseries.

CLAY COUNTY, ARK., farmers have planted 50,000 pounds of lespedeza seed, mostly of the Korean variety, on their rented corn and cotton acres, according to the Clay County agent, George F. Metzler. This is almost double the acreage sowed to lespedeza last year in this county. "The increased acreage is probably due to the fact that farmers who sowed lespedeza last year had very good success with the crop in spite of the drought", says Mr. Metzler.



# Protect Your Smile

## Say 4-H Club Members in Massachusetts

"**P**ROTECT your smile", Massachusetts 4-H health campaign for 1935 and 1936, is receiving enthusiastic support, not only from 4-H club members but from other sources. More than 600 Massachusetts dentists have cooperated in the campaign, and the Massachusetts State Department of Public Health has assisted by giving demonstrations and talks and in the preparation of exhibits. The dentists have given examinations free and have done any necessary work at greatly reduced rates.

Emphasis in this program is being put on three things—foods which build the teeth, daily care of the teeth and gums, and dental care which means at least one and preferably two examinations a year.

Foods, such as tomato juice, milk, raw vegetables, eggs, butter, whole grains, fruits, and cod-liver oil receive their share of attention for building good teeth.

Brushing the teeth and gums twice a day in an improved manner is adding

to the cleanliness and appearance. An excellent home-made tooth powder has been recommended to all club members. It consists of one-third borax, one-third salt, and one-third soda.

Check-up cards are furnished the club member when he visits the dentist. Many interesting stunts have been carried out by the various clubs in promoting this work, one town even going to the extent of refusing pins to club members unless they could present at the final exhibit their dental check-up cards filled out.

At the beginning of the club season each organized club made up their club program and scheduled from one to three meetings to be given over to the "protect your smile" campaign. Reports in May, though not complete, showed that approximately 250 towns out of 354 in the State did something on this campaign.

Traveling exhibits, demonstrations, movies, special letters, and a poster contest were part of the "protect your smile" campaign.

recognize me, and speak. I always try to recognize them even though I cannot call their names.

When the AAA work began, I studied the wheat contract, became familiar with it, and assisted in preparing all of the contracts in the county. When the tobacco work began, I became familiar with that contract and have been dealing with it ever since. Although it has sometimes been difficult, we have tried to have plenty of patience and take sufficient time with each man's particular problem to help him realize that we have a personal interest and that we have no motive other than to do an accurate and speedy job.

More than 13,000 callers have been in our office during the last year, and I am sure that, even under these trying situations, there have been, perhaps, not more than two dozen visitors that were ugly in their manner, speech, and behavior. We think this is due to a considerable extent to the manner in which we have tried to approach all callers.

I think that any office secretary who tries to give service with a smile, even though sometimes that may be hard to do, who remembers names and facts about people, and who demonstrates a sense of fairness and a definite interest in each case will in a large measure be successful in dealing with people. Members of the office force who follow these principles will have nothing to regret about their service.

## Kansas Farmers Score Own Poultry

The Kansas poultry-brooding score card has been used in 72 brooding demonstration meetings in 41 counties so far this spring. The total attendance at these meetings has been more than 1,300 poultrymen.

"The score card has proved to be a very effective way of getting the extension service recommendations on poultry brooding before the poultrymen. It keeps them thinking throughout the meeting of conditions at home and brings out the defects in the practices being used", states E. R. Halbrook, Kansas extension poultry specialist.

The demonstrations are held at the farms of one or two poultrymen in each county. While the farm or demonstration is being scored by the specialist, each poultryman present is given a mimeographed copy of the score card and requested to score his own brooding operations at home. Each section of the score card is discussed as the scoring proceeds, and questions are answered by the specialist.

The score card is divided into five main sections. These sections and the values assigned are:

	Points
1. Chicks, source and quality-----	15
2. Hatching, method and time-----	15
3. Brooding, methods and equipment	30
4. Feeding, methods and ration-----	20
5. Disease control-----	20

Of the 72 brooding demonstrations scored by the poultry specialists in Kansas, 26 percent have scored above 95; 26 percent between 90 and 95; 24 percent between 85 and 90; and 24 percent below 85. The average of all scores has been 90.

## Clerks Gear Offices To New Speed

(Continued from page 118)

whose English may be poor or improperly used becomes sensitive if those conditions are apparently noticed. In meeting a caller of that character I make a special effort to deal with him in such a way that he is not conscious that I have noticed these things. Many of the people who call at the office see me on the street,

## Minnesota Starts 4-H Conservation Project

It is estimated that more than 10,000 4-H club members in Minnesota took part in the conservation projects which were initiated this year. Such constructive conservation work as improved forest practices, tree identification, planting, fire protection, erosion control, and farm nurseries were some of the forestry projects carried on. Home beautification and the planting of farm woodlots were among the most popular enterprises. Many of the boys and girls were interested in game protection and restoration, game feeding, fish control, and water restoration.

The extension forester, P. O. Anderson, says of the conservation work: "The 4-H conservation project alone has done more in Minnesota for the general up-building of conservation of natural wild game and forest work than any other factor which has come to the attention of our people. It is expected that the enrollment in this project alone may be doubled during the coming year."





## Michigan Pictures Teach Farm Landscaping

These are some of the 122 new photographs of plantings about Michigan farm homes which O. I. Gregg, extension landscape specialist, has recently had taken for making colored lantern slides. Mr. Gregg, in his 9 years of helping Michigan farm people add to the beauty and comfort of their surroundings, has employed planning with individuals and with groups. Where interest is sufficient, he

gives four discussions before groups. For illustrations he uses both built-up painted backgrounds and colored stereopticon-lantern slides which show Michigan farm surroundings before and after planting plans have been carried to fulfillment. During the forenoon of these meetings four planting plans are made for cooperators who have signed for the work. These home grounds become demonstra-

tions when planted. Tours which include visits to 4 or 6 demonstration farmsteads showing various principles of proper landscaping are held in counties interested. Mr. Gregg usually accompanies about 10 of these tours each year. An average of seven families are influenced to make improvements on their own home grounds because of a demonstration, a recent survey showed.

### Pep Plus Club Work Equals College Cost

Paying his own way through college and helping 17 other boys to meet part of their college expenses with a dairy business that grew from a small cooperative boarding experiment to a herd of 17 cows and with the college as his chief customer, is the accomplishment of Morris Daniel, a former Arkansas State 4-H club president.

Morris is a native of Dallas County and a 4-H club member of long standing. When the time came for him to go to college the family fortunes were such that he knew a large part of the money would have to be raised through his own resources.

So Morris started to Arkadelphia to enter Ouachita College, and his cow went with him. He started out with a group of boys who planned to live together and do their own cooking, and the cow was to furnish the milk for his share of the grocery bill.

This worked so well that Morris decided he might do better at a boarding house. So he took his cow and moved to a house where 12 boys boarded, and furnished milk for his meals. He needed money to pay for books and clothes, so

he bought another cow and moved to the Oak Grove Hotel. Again, the milk paid his board, and he sold the surplus to the hotel. He found another customer in the Caddo Hotel and bought a third cow.

This worked well until the third year, and then Morris' brother was ready for college and wanted to come in on the dairy deal. Morris decided that if the idea would work at a boarding house and hotel, it would be even better at the college dining hall, so he began to add cows to his herd as he was able to buy them. He hired other boys to help him and his brother with the business. Altogether, 17 other boys have profited.

Morris graduated this year, but the cows are still going to college, for there are three younger brothers in the family who intend to milk their way to an education.

### 4-H Members Test Rutgers, a New Tomato

Two hundred New Jersey 4-H club boys and girls are now raising "Rutgers", the new tomato brought out by the New Jersey Experiment Station last year.

In every county of the State where 4-H club work is being conducted, the Rutgers tomato is being given a trial by club mem-

bers, with a careful check maintained on the plants to compare results with those obtained from older standard varieties.

Cumberland and Sussex Counties report the largest number of 4-H growers, with Rutgers seed distributed to 40 in each county. In Sussex County the members who will grow the fruit have home gardens and will not grow for market.

## Power For Rural Areas

*(Continued from page 116)*

the entire cost of building the lines in areas now without electric service.

It is intended that purchases of house wiring, appliances, and sanitary equipment shall be made on an easy-payment plan. Installments will probably be payable monthly.

Payments might be spread over the useful life of appliances or equipment and over a long period for wiring. The interest charge would be kept low. Consequently, the monthly payments required for many appliances would be much lower than those now in effect.

REA does not have, and does not plan to have, any State or regional organizations. All authorizations for project loans will come from Washington.



## 4-H Planning Days Successful

"PLANNING DAYS" for the formulation of annual county 4-H club programs have been tried with a good deal of success in Minnesota, and it seems likely that they will come into general use.

Planning days, however, are not devoted exclusively to country 4-H club program-making; they are for the making of the whole county extension program—agriculture for men, homemaking for women, and 4-H activities for boys and girls.

The plan, as explained by A. J. Kittleson, State club agent, and as tried out in several counties under L. A. Churchill, a district county agent leader, is, after all, very simple and logical.

The county agent sends notices to executive committee members of the county farm bureau and to leaders in all of the activities—agriculture, homemaking, and 4-H club—that a planning meeting will be held at a certain place at a specified time. When those notified come together they are divided into groups. The men go into one room to plan the adult agricultural program for the year; the women into another room to plan a homemaking program; and the 4-H club leaders, adult and junior, into another, to outline their work.

The county farm bureau executive committee is called in because the laws of Minnesota charge the farm bureau in each county with the making of an annual extension program.

Each of the groups attacks its own problems. For example, in Sherburne County last December the 4-H club leaders got together, with Mr. Kittleson present to lend his assistance, and, as an approach to their immediate problem, reviewed the work of the year 1934. In going over the year's work, they found that there were certain "weak spots", certain activities in which improvement could be made. As a result, in shaping their program for 1935, they included provision for special attention to activities that had suffered in 1934 and to means of betterment.

Having completed their recommendations, the 4-H club leaders joined the other two groups—when these were ready—and the recommendations of the three groups were put together in a county extension program, under the guidance of the farm bureau executive committee.

The plan gives a new emphasis to the business of extension program-making.

It brings into the work those who are particularly interested in the different lines of activity. It gives those who are to engage in the different activities something to say about what their activities shall be and how they shall go about them. It obviates the making of a pro-

gram by an executive group for groups with whose problems the executives may not be wholly familiar. It is, in short, a democratic procedure. Thus far it has stood the pragmatic test; that is, it works and works well.

The outcome of the planning day in Sherburne County, already referred to, gives a good idea of the results obtained. Here is the program as finally approved by the farm bureau's executive committee:

### 1935 Program of Extension Work, Sherburne County, Minn.

Projects and goals (indicate goals set)	Methods and means (outline of main steps)
1. Agricultural adjustment: a. To carry out corn-bog, dairy, or other programs.	a. As directed by the Agricultural Adjustment Administration and the Extension Division, University Farm, St. Paul.
2. Boys' and girls' club work: a. Improve parliamentary practice. b. Improve club programs.  c. Emphasize dramatics and music.  d. Discontinue exhibition of clothing at achievement day. e. Have three leader-training meetings.  f. Hold club tours.	a and b. Hold winter meetings. Plan annual program in advance. Obtain literature for leaders on parliamentary procedure. c. Urge each club to study music and plan at least one play to be put on for local program and exchange of programs. d. County champion to be selected at the county fair instead of at the achievement day. e. Arrange for training meetings at convenient points in county. Obtain assistance from the State club office. f. Arrange tours in each club as in past years.
3. Home project work: a. Reorganize home project groups and arrange for project to be carried out.	a. Contact home and community chairmen and leaders through correspondence or personal call. Arrange with home-economics department of the extension division for assistance in planning and carrying out project.
4. Shelter-belt planting: a. Fifty farmers set out groves or shelter belts.	a. Organize through farmers' groups, newspaper publicity, meetings. Arrange for relief project labor.
5. Emergency livestock feeding: a. Locate feed supplies.  b. Hold meetings to train farmers in use of low-grade feeds.	a. Contact feed dealers, county agents outside of drought area, and national feed committee. Keep available up-to-date list of possible supplies. b. Organize through dairy council. Arrange for general meetings at convenient points.
6. Emergency seed supplies: a. Locate seed supplies.	a. Contact feed dealers, county agents outside of drought area, and national seed committee. Keep available up-to-date list of possible supplies.
7. Extension organization: a. Increase activities.	a. Hold regular meetings of county committee.

### Agents Assist in Flood Relief Work

New York county agents, rural rehabilitation agents, and members of relief organizations were prompt in their action during the recent severe floods which involved 11 counties.

Following a 1-day meeting with rural rehabilitation agents at Ithaca, called by Extension Director Simons, a member of the Governor's advisory council, the county agents aided in a 2-day series of meetings held by county farm bureaus, granges, the Red Cross, the Soil Conservation Service, county rehabilitation workers, and others.

Working together, these agencies checked surveys already completed by the county agents and determined which farmers had exhausted all visible income or credit and how much aid they would require. The money for outright grants or loans was made available by a grant of \$150,000 to the Governor from the New York State Rural Rehabilitation Corporation.

County agents and rehabilitation workers visited the damaged farms and made recommendations to the county rural rehabilitation committees regarding the form of financial aid to be offered to the individual.



## New Film Strips Offered

### Subjects Include Economics, Insect and Disease Control, Homemaking

**T**EN NEW FILM strips have been completed by the Division of Cooperative Extension in cooperation with the Agricultural Adjustment Administration, the Bureaus of Agricultural Engineering, Chemistry and Soils, Entomology and Plant Quarantine, Home Economics, and Plant Industry. They may be purchased at the prices indicated from Dewey & Dewey, Kenosha, Wis., after first obtaining authorization from the United States Department of Agriculture. Blanks for this purpose will be supplied upon request to the Division of Cooperative Extension. The new film strips are as follows:

**SERIES 284. *Control of the Sweetpotato Weevil.***—Illustrates the life history and habits of the weevil and the damage it causes, and indicates the best known control measures. It is intended for use in the Gulf Coast States and the parts of the adjoining States where the sweetpotato weevil presents a real problem. 45 frames, 50 cents.

**SERIES 343. *Reduce Losses from Corn Diseases.***—This series illustrates the methods that may be used to control corn diseases and thus cut down production costs and improve the quality of their crop. 49 frames, 65 cents.

**SERIES 347. *Selecting Foods for Good Nutrition.***—Illustrates what foods are essential to growth and health and why. 59 frames, 65 cents.

**SERIES 354. *Bringing an Old Wisconsin Farmhouse Up-to-Date.***—Illustrates the transformation of an old inconvenient house into a comfortable modern farmhouse at very moderate cost. It shows the progress of work from the digging of the foundation to the completion of the exterior, but it does not illustrate the details of construction. 45 frames, 50 cents.

**SERIES 355. *Larger Barley Profits Through Scab and Blight Control.***—Illustrates the importance of crop and blight diseases; signs or symptoms on the various cereals; the life story of the fungi that are responsible; and the effects on livestock of feeding blighted grain and control practices. 47 frames, 50 cents.

**SERIES 356. *Farm Family Money Management.***—Illustrates the important steps in managing family finances in the farm home, and the importance of cooperation of the family as a whole in planning the budget and in keeping accounts. It also

calls attention to some of the supplementary sources of farm family income, to the value of careful spending day by day, and to the desirability of saving with specific aims in mind. 60 frames, 65 cents.

**SERIES 358. *Our Cotton-Export Prospects.***—This series calls attention to some of the factors which have an important influence on the world market for cotton, showing the acreages, production, and exports of the chief cotton-growing countries, the relation between the quality of cotton used and the price at which it is offered, and the effect of trade barriers upon our cotton-export prospects. 52 frames, 65 cents.

**SERIES 360. *Grasshoppers and Their Control.***—Illustrates destructive grasshoppers and their life habits and shows examples of grasshopper injury. It also shows natural control and control with poisoned bait. 41 frames, 50 cents.

**SERIES 361. *Dust Explosions in Industrial Plants.***—Illustrates the extent of the dust-explosion hazard in industrial plants handling products, largely of agricultural origin, which produce dust during manufacturing or processing. It also calls attention to the heavy life and property losses caused by the explosions in several representative industries. Some of the methods of guarding against the hazard are illustrated. 54 frames, 65 cents.

**SERIES 362. *Venting Dust Explosions.—An Effective Means of Control.*** Illustrates the hazard of dust explosions existing in dusty industries, what may be accomplished by adequately proportioned and properly placed vents to relieve the explosion pressures, and certain forms of vents which may be used. 54 frames, 65 cents.

#### Revised Series

The following seven series have been revised:

**SERIES 126. *Selecting Hens for Egg Production.***—Supplements F. B. 1727 "Selecting Hens for Egg Production" and illustrates methods of selecting hens, and outlines a breeding program for increasing egg production. 52 frames, 65 cents.

**SERIES 166. *Cotton Bollweevil Control.***—Supplements F. B. 1329, The Bollweevil Problem; F. B. 1729, Machinery for Dusting Cotton; Misc. Circ. 35, Cotton or Weevils; Leaflet 37, Poisoning the

Cotton Bollweevil; and illustrates the life history and control of the cotton bollweevil. 41 frames, 50 cents.

**SERIES 256. *Judging Dairy Cattle.***—Supplements Misc. Circ. 99, Judging Dairy Cattle, and illustrates the most important characteristics to be observed in the practical judging of dairy cattle. 40 frames, 50 cents.

The following four series show selected charts prepared by the outlook committee of the Bureau of Agricultural Economics:

**SERIES 303. *Demand Outlook Charts, 1935.*** 43 frames, 50 cents.

**SERIES 304. *Cotton Outlook Charts, 1935.*** 49 frames, 65 cents.

**SERIES 305. *Wheat Outlook Charts, 1935.*** 50 frames, 65 cents.

**SERIES 330. *Fruit Outlook Charts, Peaches, Pears, Grapes, 1935.*** 32 frames, 50 cents.

#### Completed State Film Strips

The following film strip, which is adapted for general use, was completed by the Division of Cooperative Extension in cooperation with the Illinois Extension Service.

**SERIES 1143. *Home Accounts Put the Farm Family on a Business Basis (Ill.).*** 67 frames, 95 cents.

## Be a Farmer-Owner

(Continued from page 114)

and home of his own is one of life's major ventures.

#### No Renewals Necessary

Farm-mortgage loans made on more favorable terms and fitted to the farm purchaser's needs can provide a new answer to many of these farm-ownership problems. The commissioner's loans to purchase farms are amortized over a period of years. There are no renewals. Farmers retire the loans by making small annual and semiannual payments which over a period of years pay off both principal and interest. The young farmer or tenant who has undertaken to purchase a farm with a relatively small part of the purchase price need not be harassed by fear of high interest rates, expensive renewals every few years, or sudden pressure for a large principal payment impossible for him to make.

With commissioner's loans now available for a new purpose no change has been made in the manner of applying. As in the past the secretary-treasurer of the local national farm-loan association accepts applications for both land bank and commissioner's loans.



# Let's Peg a Principle

**C**AN WE PEG a fundamental principle for agriculture that will stick? Price pegging has been tried many times with varying degrees of success but it is fundamental principle rather than immediate price which challenges us in the adjustment program today. . . . *I would like to ask* the county agents not to attach as much significance to an established immediate and temporary price as to an established principle implemented by Government action through the adjustment program. A price for today is one thing; a permanent principle is another. Farmers have had prices before—and they have been taken away. Let us peg a principle this time, and dare the opponents of our program to drag the principle down. . . . *This principle* that we must peg—and it is the principle boldly inscribed in the Adjustment Act—declares that American farmers are entitled to enjoy from their labor a living standard comparable to that enjoyed by other producing elements of society. That is the parity principle. It means that the price of a commodity is not to be determined by its value to the export trade of the United States but by its value to the man who produced it. The individual rights of a farmer must not be sacrificed to demands that he produce at a loss in order to maintain the Nation's exports. . . . *This established principle* is that a commodity must buy for its producer what it is really worth to him, not what it is worth to a Brazilian peon, a Sudanese sheik, or a Chinese coolie. This principle that has been pegged for American agriculture insists that the importance of producers and the fertility of their farms be recognized. It insists that the importance of cotton exports or any other exports be studied in the light of a sustained income to the producers and the maintenance of the Nation's producing plant and the producers themselves. . . . *Let's peg that principle.* Then prices will take care of themselves.

Chester C. Davis

Administrator, Agricultural Adjustment Act



## A Little Story from Life

ONCE UPON A TIME there were two county agents. The first agent paid no attention to news stories. He seldom wrote anything for the local editor or gave him anything unless the editor pried it out of him. This agent had only a few scattered local leaders and cooperators. Attendance at his meetings was small.

The second county agent made news stories help him with his work. When he was traveling around the county he watched for items of interest to farmers and homemakers. He gave these items to his local papers each week along with reports of meetings held, announcements, and practical information on current problems. He had local leaders in every community and numerous cooperators all over the county. Attendance at his meetings taxed the capacity of the halls. In addition, the stories themselves won supporters for better agricultural and home-economics practices.



## Do News Stories Work for You?

If you are not cooperating to the fullest extent with your county newspapers, you are overlooking one of the easiest and quickest methods of disseminating information. News stories are no longer just "publicity"; they are a method of teaching as well as a means of maintaining interest in extension work. Editors want good farm and home stories. Read the story in this issue, FROM FARM TO READER, which tells how Maine agents and local editors cooperate.

## Include News in Your County Program

Agents who make the best use of news have just as definite a plan for their information work as they do for any subject matter project. The plan must be flexible, of course, and must be adapted to changing conditions. Write to your State extension editor for more information. He may have a bulletin or mimeographed material that will help. Why not ask him to meet with you and your neighbor agents to discuss news writing and its place in your program?

In addition to your local news, you also can use news releases from your State college and the United States Department of Agriculture. Many of these stories can be improved by adding local information and adapting it to your county's conditions.

EXTENSION SERVICE  
United States  
Department of Agriculture  
Washington, D. C.

